

## Flack

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Flack was intrigued to learn some intrepid hack has been trying to trade off the PRWeek name. Following our exclusive interview with Can Associates director and Jordan's former publicist, **Claire Powell**, Powell's colleagues had a call from a gentleman claiming to be writing for PRWeek and requesting an audience with the publicist. Unfortunately for 'Mr Williams', the Can Associates team checked with PRWeek and as no-one answering to that name resides in the PRWeek office, it seems our interview with Powell will remain one of the only ones she has ever given... Overheard at London Digital Week: When **Jean Wylie** (pictured), outgoing MD of Porter Novelli, took three interns to lunch last week, one was so nervous they

blurted out: 'I really like water' to make conversation... Orange's latest RockCorps gig for volunteers – handled by PR agency Unity – saw **Nas, Nelly, Razorlight, Akon** and **Kelly Roland** getting down for a good cause. Nelly closed the show with a smoochy number aimed at Unity account executive **Gabriella Somerville**. The *Hot in Here* star leapt from the stage to dance with the terrified Somerville... Apologies to Milton Keynes Council's internal comms officer **Peter Anderson**, who cancelled his subscription after we quoted **Kelly Osbourne's** four-letter diatribe about **Gary Farrow** (18 September). 'I know many PR practitioners operate in a value-free zone. I do not,' storms Anderson. Sorry Peter, they were Osbourne's words.



**(SAVING) ON EXPENS**

## Guanabara, London WC2

Reviewer **Lou Thomas**, head of press at Trailer Media

### What is it good for?

There is always a real party atmosphere a packed dancefloor – it is ideal for those international clients who want to experie a hedonistic night out in London, and off parties or birthday bashes always go down well here. The 2am licence means it is per for a few late-night drinks too.

### Signature dish

The sharing platters are perfect if you have table of journalists – packed with cheese, b cassava chips, grilled beef and spicy sausage they're the ideal introduction to Brazilian cuisine. The caipirinhas are delicious too.

### Who's the boss?

Alan Lorimer is the managing director. Ex-Sony Brazil label manager Bel Groves heads up the music programming.

### Tips please

The samba and forro dance lessons are gn for younger clients and journalists – they on most nights before 7.30pm. Carnival w in February really has the wow factor.

### What's the damage?

A platter for three is £17.50, snacks and starters range from £3 to £5 and a main is no more than £10.

Parker Street, London WC2B 5PW, 020 7242

**1** It's a sad sight – a once proud man reduced to this dishevelled appearance as a result of hard luck and bad decisions. But it turns out this is CIPR president **Kevin Taylor**, preparing himself for Byte Night – the IT industry's annual night of sleeping rough in support of Action for Children. Brands2Life's co-founder **Giles Fraser** is also taking part in the event, on 2 October.



**2** Yes, it is a skateboarding chicken. And who said ridiculous PR stunts were a thing of the past? Underneath the silly outfit is **Pretty Green** creative consultant **Hamish Duncan**, promoting the 'Xperimental Skate Jam' for Nando's, aimed at getting young people into the sport. We wonder if it will work?



**3** If freewheeling poultry isn't enough to convince you that the recession is over, how about a life-size table football match, developed by **Synergy PR** for client Betfair in Manchester, and refereed by bemused Man United legend **Alex Stepney**? After a few players failed a late fitness test, Synergy account manager **Caroline Ayling** had to step in at left midfield.



## independent

adjective. not influenced or controlled by others in matters of opinion, conduct, etc.; thinking or acting for oneself; an independent thinker. not subject to another's authority or jurisdiction; autonomous; free: an independent businessman. not influenced by the thought or action of others: independent research. refusing to be under obligation to others. expressive of a spirit of independence; self-confident; unconstrained: a free and independent citizen.

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